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SEPTEMBER 1967

Volume 12, Number 9



BREAKFAST
AT
SCHOOL

C&MS Adds "Sunshine" to School Lunch Program

ORANGE JUICE LOVERS say good morning with orange juice. And school lunch managers all over the country will be making more good mornings and good noon meals for children with orange juice — one of many foods donated by the U.S. Department of Agriculture to help schools build nutritious school breakfasts and lunches for students, at the lowest possible cost. Together, USDA food and cash assistance contributed through the National School Lunch Program

comprise about 20 percent of total program costs.

For the coming school year, schools will be well stocked with more than \$135 million in USDA-donated foods. To help expand and improve school meals, these donated foods include more than 266 million pounds of frozen orange juice concentrate, frozen and canned meat, turkey, peanut butter, cheese, raisins, and nonfat dry milk. Also, schools may obtain as much as they can use of such "open allocation" foods as dry beans, flour, rice, shortening or lard, cornmeal, grits, rolled oats, rolled wheat and bulgur.

The orange juice included in those USDA-donated foods totals 8.4 million gallons. To transport it would take 1,120 refrigerator cars — forming a freight train 11 miles long. The juice will provide about 48 servings of 4-ounces each for an anticipated 22.5 million children receiving school lunches, and the thousands who can enjoy school

breakfasts.

Donated foods for school lunches are also available for school breakfasts started in January 1967 as a two-year pilot program in a limited number of needy-area schools, under the Child Nutrition Act of 1966.

To help State educational agencies and schools with their planning, USDA's Consumer and Marketing Service will inform them as early as possible of the donated foods they can count on in the 1967-68 school year.

The orange juice makes a valuable contribution to school fare. As a main source of vitamin C, orange juice helps keep gums and body tissues healthy. And, because of its versatility, school lunch managers can use it in many ways — to enrich the meals they prepare with both the reconstituted juice and the thawed, undiluted concentrate in beverages, salads, fruit cups, meat and vegetable sauces, breads, and in salad dressings.

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COVER STORY

For some results of the 2-year pilot school breakfast program, see pages 4, 5.



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In the mood for some good Cheddar cheese?

*Here are some useful facts about this type
of cheese—how to buy it, store it, use it.*

QUESTION—SOME Cheddar cheese packages carry a USDA grade shield. What does this mean?

ANSWER—The USDA grade shield is assurance that the Cheddar cheese is of high quality. The shield means that the Cheddar cheese has been inspected and graded by an experienced and highly trained grader from USDA's Consumer and Marketing Service. And it means the cheese was produced in a USDA inspected and approved plant, under stringent sanitary requirements. The shield, in other words, is your guarantee of consistent and dependable quality.

QUESTION—What are the USDA grades for Cheddar cheese?

ANSWER—The USDA grades for consumer packaged Cheddar cheese are U.S. Grade AA and U.S. Grade A. Cheddar cheese carrying the U.S. Grade AA mark is the *highest* quality. It has a fine, highly pleasing Cheddar flavor, a smooth compact texture, uniform color, and attractive appearance. Cheddar cheese that is graded U.S. Grade A is also good quality — but not quite as high as AA. The flavor is pleasing; however, there may be a slight variation in flavor and texture between packages.

QUESTION—Are there any label requirements before the USDA grade shield can go on a Cheddar cheese package?

ANSWER—Yes. Labels on all natural Cheddar cheese carrying the USDA grade mark must show the name of the product, "Cheddar Cheese"; the curing category (mild, mellow-aged, or sharp); the name and address of the manufacturer, packer, or distributor; and the net weight of the cheese in the package.

QUESTION—What are the curing categories for cheddar cheese?

ANSWER—The curing categories are:

- **MILD**—Cheese in this category is partly ripened or cured, usually for 2 to 3 months. It has a mild or

slightly developed Cheddar flavor, and firm body.

- **MELLOW-AGED**—Cheese which has been moderately ripened, generally for 4 to 7 months, falls into this category. It has fairly well developed Cheddar flavor — smooth, flexible body.

- **SHARP**—Cheese which has been ripened, generally for 8 to 12



months, is labeled *sharp*. It has full delicious Cheddar flavor and a smooth waxy body.

(Age is not the only factor affecting the ripening or curing of natural cheese but it is very important and usually is associated with the degree of cure.)

QUESTION—What are the USDA requirements for sanitary manufacturing and packaging of Cheddar cheese?

ANSWER—A plant, before it meets USDA approval, must undergo more than 100 checks based on USDA plant specifications for facilities, equipment, milk supply, operating procedures, and packaging. In addition, once a plant is approved by USDA, it must undergo many periodic and *unannounced* checks and continue to meet every one of USDA's requirements for sanitation.

QUESTION—How long can Cheddar cheese be kept? What has to be done to keep it in good condition?

ANSWER—Cheddar cheese can be kept in good condition for several weeks *if* it is kept refrigerated; kept in the original wrapper until ready to be used; and wrapped in foil, waxed paper, or plastic to prevent drying out after the package is opened.

QUESTION—Will Cheddar cheese continue to cure after it is bought?

ANSWER—Yes, if you keep the cheese in the warmest part of the refrigerator. **BUT KEEP IT REFRIGERATED.**

QUESTION—Does mold on the Cheddar Cheese mean I have to throw it out?

ANSWER—No. If mold does appear, just scrape it off. The cheese under the surface is satisfactory.

QUESTION—What is the best temperature to serve Cheddar cheese?

ANSWER—Serve Cheddar cheese at room temperature to enjoy to the fullest its distinctive flavor and texture. Allow 20 minutes to one hour to bring it to room temperature.

This information is now available from USDA's Consumer and Marketing Service in convenient booklet form. For single free copies of "How to Buy Cheddar Cheese," (HG-128) send postcard requests to the Office of Information, U.S. Department of Agriculture, Washington, D.C. 20250. Please include your ZIP code.





“...breakfast is a good subject; it tastes good.”

A year ago, Congress passed the Child Nutrition Act, expanding child feeding services to include a 2-year pilot breakfast program.

“THE BEST THING at school is lunch.” Heard that before? Here’s a new one . . . “I think breakfast is a good subject; it tastes good,” from a youngster who really did get his breakfast at school.

Starting last January, thousands of children began the school day by sitting down to a meal—in a pilot program to test the role of breakfast in educating youngsters who because of need or distance from school, habitually skip a morning meal. The program grew steadily the first six months and by June was reaching over 100,000 children in 770 schools in 50 States and territories. With the opening of school it starts up again this month.

The pilot program—administered by the U.S. Department of Agriculture’s Consumer and Marketing Service—is for kids like John, the only boy in a southeastern farm family. John gets up at 4:30 a.m. to work in the field and do other farm

chores before going to school. He walks about a mile to the bus and finally gets to school at 8. Before, it was a long haul to lunch, with restlessness, poor attention to studies, weakness and even sickness the order of the day. Now he goes straight to the cafeteria for a breakfast of orange juice, eggs or cereal and sausage, toast and butter and a glass of milk.

The nationwide school breakfast tryout grew out of the popular 21-year-old National School Lunch Program—this year geared up to serve 3.4 billion plate lunches to nearly 20 million children in over 71,000 schools. Each lunch meets USDA nutrition standards for the “Type A” lunch. Through Federal donations of food and cash the program enables schools to serve lunches at an average cost of less than 30 cents to most children. About 10 percent of the participating children receive lunches free or at a reduced price.

The School Lunch Program helps to insure adequate nutrition for children at school including many needy children who cannot afford to pay. The results of this program have been so rewarding that about a year ago Congress passed the Child Nutrition Act, expanding child feeding services to include a 2-year pilot breakfast program, with an appropriation of \$2 million for the first year. Like the School Lunch Program, it is administered by the School Lunch Division of the Consumer and Marketing Service in cooperation with State and local educational officials, with Federal aid contributing most of the food cost.

“I’ve had students tell me they never had a breakfast before we started this project,” says a Kentucky principal. A teacher reports “the students are more alert now that they’re getting something to eat.” And a schoolboy says “sometimes I think breakfast at school is a crazy idea, but I eat because I’m always hungry in the mornings.”

NEW CODES FOR COTTON CLASSING

This year, all classing performed for farmers under the Smith-Doxey Act will be recorded in numerical code.

By B. A. Franklin

FORM CN-117 (3-1-65)		U.S. DEPARTMENT OF AGRICULTURE CONSUMER AND MARKETING SERVICE	
COTTON CLASSIFICATION MEMORANDUM Form 1			
40327 Gin Bale No.	123	Gin Name & Address	Farmer's Gin Co. Anywhere, U.S.A. 22229
Whse. Bale No. _____			
Date 10-15-67			
41 Grade	33 Staple	Reduced from _____ a/c or Remarks _____	
3.7 Mike	 Chairman, Board of Cotton Examiners.		

The "green" card as shown here will be used over most of the Cotton Belt this year. In the box marked "Grade," the code "41" means the cotton was classed as Strict Low Middling. The staple, marked "33," shows that the cotton fibers were 1-1/32 inches long.

THIS YEAR ALL across the Cotton Belt, farmers will find the grade and staple of their cotton listed in numerical code instead of the traditional letter symbols.

The code will appear on the familiar "green card" which tells each farmer the results of cotton classing (grading) performed by the Consumer and Marketing Service of the U.S. Department of Agriculture.

This card tells the farmer three things about his cotton—three quality factors helpful to him in marketing his cotton: Grade—the color, amount of foreign matter and smoothness of the cotton; Staple—the typical length of cotton fibers, and Mike—the fiber fineness and maturity shown by micronaire reading. The first two—Grade and Staple—will now be shown in code.

Numerical codes will be used this year because: 1.) They are easier to use and (with a little practice) can be easily interpreted, and 2.) They

will allow USDA and cotton cooperatives, merchants, and shippers to convert statistical work to automatic data processing, which will mean eventual savings in time and money.

The codes have been used the past year in reclassing cotton sold by the Commodity Credit Corporation. They were also tested last season in five cotton areas to obtain farmer reaction. Both projects were successful.

This year, all classing performed for farmers under the Smith-Doxey Act will be recorded in these codes, although farmers in the Southeast will find both the code and the older symbols on their green cards.

The codes are not really too complicated. They are two-digit codes that have been logically developed.

Codes for Grade

The first digit always refers to the general grade name (such as "Middling") and the second digit always refers to the color (such as "white").

The following list explains each code number:

First Digit	Second Digit
0—Strict Good Middling	0—Plus
1—Good Middling	1—White
2—Strict Middling	2—Light Spotted
3—Middling	3—Spotted
4—Strict Low Middling	4—Tinged
5—Low Middling	5—Yellow Stained
6—Strict Good Ordinary	6—Light Gray
7—Good Ordinary	7—Gray

8—Below Grade

Using the above list, you can quickly see that "13" would be "Good Middling Spotted." And "52" would be "Low Middling Light Spotted"; "30" would be "Middling

The author is Chief, Marketing Programs Branch, Cotton Division, C&MS, USDA.

Plus." A complete chart, giving grade names, codes, and the traditional symbols, is also shown on the opposite page.

Codes for Staple

The codes for staple length are even more simple to use, when you know that the number always refers to 1/32's of an inch. Thus, "31" would be 31/32 inch, "32" would be one inch (32/32), "34" would be 1-1/16 inch (1-2/32). The accompanying chart also lists all codes for staple.

With a small amount of practice you can quickly become proficient in the use of these codes—and will be better able to understand reports on the classification of cotton.

GRADE NAMES, CODES, AND EQUIVALENT SYMBOLS								
COLOR CODE	(0)	(1)	(2)	(3)	(4)	(5)	(6)	(7)
GRADE NAME	PLUS	WHITE	LIGHT SPOTTED	SPOTTED	TINGED	YELLOW STAINED	LIGHT GRAY	GRAY
(0) Strict Good Middling		(01) SGM						
(1) Good Middling		(11) GM	(12) GM Lt Sp	(13) GM Sp	(14) GM Tg	(15) GM YS	(16) GM Lt Gray	(17) GM Gray
(2) Strict Middling		(21) SM	(22) SM Lt Sp	(23) SM Sp	(24) SM Tg	(25) SM YS	(26) SM Lt Gray	(27) SM Gray
Middling Plus	(30) M Plus							
(3) Middling		(31) M	(32) Mid Lt Sp	(33) Mid Sp	(34) Mid Tg	(35) Mid YS	(36) Mid Lt Gray	(37) Mid Gray
Strict Low Middling Plus	(40) SLM Plus							
(4) Strict Low Middling		(41) SLM	(42) SLM Lt Sp	(43) SLM Sp	(44) SLM Tg		(46) SLM Lt Gray	(47) SLM Gray
Low Middling Plus	(50) LM Plus							
(5) Low Middling		(51) LM	(52) LM Lt Sp	(53) LM Sp	(54) LM Tg			
Strict Good Ordinary Plus	(60) SGO Plus							
(6) Strict Good Ordinary		(61) SGO						
Good Ordinary Plus	(70) GO Plus							
(7) Good Ordinary		(71) GO						
(8) Below Grade		(81) BG Below GO	(82) BG Below LM Lt Sp	(83) BG Below LM Sp	(84) BG Below LM Tg	(85) BG Below Mid YS		(87) BG Below SLM Gray

STAPLE CODES AND EQUIVALENT LENGTHS					
CODE	LENGTH	CODE	LENGTH	CODE	LENGTH
24	Below 13/16	31	31/32	36	1-1/8
26	13/16	32	1 inch	37	1-5/32
28	7/8	33	1-1/32	38	1-3/16
29	29/32	34	1-1/16	39	1-7/32
30	15/16	35	1-3/32	40	1-1/4

These tables list all codes for all grades and staple of cotton. They may be clipped out and carried with you for reference until you become familiar with the code system.

Becoming a Cotton Classer

Three men who have completed the training program know that learning to class cotton is no overnight task.

HOW LONG DOES IT take to become a cotton classer?

Ask James Gregory, Walter Dorsey, and Herman Booker, three of six employees who have just completed 2 years of intensified training and passed a rigid examination to qualify as official cotton classers for the U.S. Department of Agriculture's Consumer and Marketing Service.

Two years ago, these three employees, who were Cotton Field Representatives at the time, were chosen to enter the 2-year cotton classing training program. Since then they have gone through a concentrated two-fold program. First they received professional training in Cotton Division activities including management, public relations, and other program work, and cotton classing.

The training program then ended with an intensive 2-week school session held in Memphis, Tennessee, and a practical examination. A student is certified to class cotton once he passes the test.

Since 1959, 74 employees have successfully completed the training program. Many of these employees

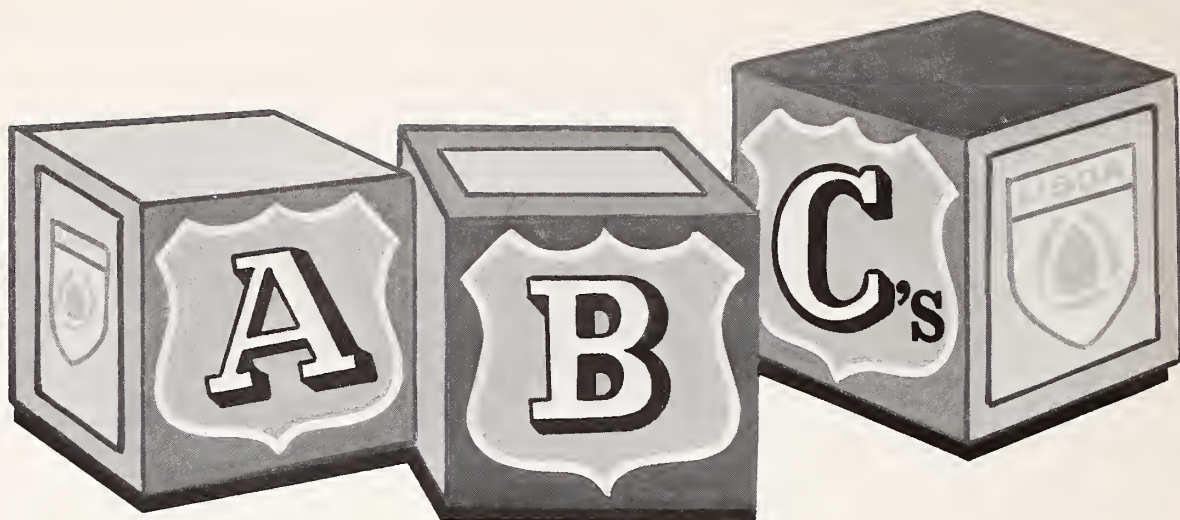
have become supervisory cotton classers and some are now Officers-in-Charge of Field Classing Offices.

Intensified training of cotton classers is an important part of the work of C&MS' Cotton Division which annually classes more than 17 million bales of cotton produced on 500,000 farms in 19 States.

James Gregory, Walter Dorsey, and Herman Booker (left to right) have just completed the 2-year cotton classing training program.



THE



OF

The U.S. Department of Agriculture's Consumer and Marketing Service (C&MS) works in the interest of farmers, marketers, and consumers. Its activities just about run the gamut from A to Z.

ACCEPTANCE SERVICE. This service helps assure institutional buyers, such as schools, restaurants, and hospitals, that the food they buy meets the requirements specified in their purchase orders. The service is offered by C&MS on a fee basis.

BARGAINING STRENGTH. C&MS administers marketing agreements and orders through which farmers can increase their bargaining strength in selling their products and work together on marketing problems they cannot solve individually.

These are voluntary programs initiated by farmers and administered by C&MS. A marketing order may be issued by the Secretary of Agriculture only after a public hearing

and after farmers vote approval.

COMMODITY DISTRIBUTION is one of several C&MS consumer food programs. Through this service, C&MS helps to get food to people who need it, in families, charitable institutions, and schools. C&MS directs and coordinates the program and sets standards for State participation.

EMERGENCY READINESS. C&MS is responsible for developing and maintaining a detailed understanding of the workings of the Nation's current food marketing system, the possible effects of a national emergency on that system, and the possible steps for coping with such effects in terms of managing existing food supplies, their processing, storage, and distribution. C&MS works closely with State government and food industry task forces in carrying out these responsibilities.

EXPORT FRUIT ACTS. As part of its regulatory activities, C&MS ad-



CONSUMER AND MARKETING SERVICE

ministers two export acts designed to promote foreign trade of American fruits — the Export Apple and Pear Act and the Export Grape and Plum Act. Both Acts contain broad authority for establishing minimum quality and other requirements designed to improve the demand for these fruits in foreign markets. C&MS works closely with the respective fruit industries in carrying out the provisions of the laws.

FEDERAL SEED ACT. Administered by C&MS, the Act requires truthful labeling of seed shipped in interstate commerce, prohibits false advertising, and forbids importation of low quality seed.

FOODSTAMP PROGRAM. Enacted by Congress in 1964 and administered by C&MS, the program helps needy people obtain more adequate diets. Families with low income exchange the amount of money they would normally spend on food for food stamps worth more than they pay. As of June 30, 1967, almost

2,000,000 needy persons in 838 counties and communities in 41 States and the District of Columbia were participating in this program.

GRADING. C&MS, in cooperation with State departments of agriculture, conducts a nationwide grading service to identify quality of farm and food products on the basis of Federal grades. Most of the trade in agricultural commodities in this country is on the basis of these USDA grades — they are the nationally understood language of quality which helps consumers, retailers, wholesalers, and others choose the quality they want and be sure they get it.

INSPECTION. C&MS assures the wholesomeness of much of our food supply. This includes careful inspection — required by Federal law — of every meat animal and every chicken, turkey, duck, or other kind of poultry processed in plants dealing in interstate or foreign commerce. It includes, also, supervision

of the sanitation in these plants and the inspection of all processed meat and poultry products manufactured in plants dealing in interstate or foreign commerce.

Voluntary continuous inspection services, for which a fee is charged, are offered by C&MS for fruit and vegetable products, dairy products, egg products, and rabbits.

MARKET NEWS. C&MS market news reporters, in cooperation with State departments of agriculture, gather and report daily information on prices, supply, and demand for all major farm products including meat, poultry, eggs, dairy products, fruits and vegetables, cotton, tobacco — more than 180 commodities in all. This market news is made available nationwide, through a 20,000-mile teleprinter network that interconnects market news offices in major trading areas around the country, to get up-to-the-minute reports to farmers and others involved in marketing.



MATCHING FUND PROGRAM.

C&MS lends a helping hand through a Federal matching fund program to States that want to develop their own marketing service programs. States must match Federal funds on a 50-50 basis. These Federal-State programs are resulting in better quality farm products, market development, improved marketing efficiency, better market information, and improved marketing structure.

MARKETING GUIDES. For several products, C&MS develops and issues marketing guides to give farmers advice about how much to raise or grow in the year ahead to meet consumer demands at reasonable prices. These recommendations, developed by C&MS commodity specialists, are not allotments, but guides, and compliance is voluntary.

NATIONAL SCHOOL LUNCH PROGRAM. This program, administered by C&MS, helps provide wholesome, nutritious lunches to the Nation's school children every school day. The program also develops markets and increases consumption of farm products. C&MS aids schools taking part in the program by providing some foods, funds, and technical advice.

PERISHABLE AGRICULTURAL COMMODITIES ACT. This law, administered by C&MS, is designed to encourage fair trading practices in the marketing of fresh and frozen fruits and vegetables. The Act requires both buyer and seller to comply with the terms of their contracts — the seller must ship the specified quantity and quality, and the buyer must accept shipments delivered as promised, and pay promptly.

PLENTIFUL FOODS. This C&MS program provides food distributors and consumers with information on foods expected to be in plentiful supply, and expands the market for foods that are in peak seasonal supply or are otherwise plentiful. C&MS program specialists each month evaluate the supply and market situation to identify those foods which should be designated as "plentiful."

QUALITY. Nationally uniform standards of quality are developed

and issued by C&MS for all major farm products. C&MS standardization specialists have developed grade standards to identify levels of quality for some 300 farm products. They develop new standards as new products come along or older products find increased use and standards are needed to facilitate trade. These quality standards are the basis for other C&MS marketing services, including grading and market news.

SPECIAL MILK PROGRAM. Under this program, C&MS helps pay, in part, for milk served to children in schools, orphanages, settlement houses, summer camps, and similar nonprofit institutions devoted to the care and training of children. Some 92,000 schools and institutions take part in this program — making it possible for them to serve more milk to children, free or at a reduced price.

SURPLUS REMOVAL. When supplies outrun demand, and farm prices fall drastically, C&MS helps out with surplus removal programs. These programs serve to widen the market for farm products by encouraging domestic consumption, exports, or the development of new outlets and uses. Surplus removal programs help to stabilize prices to farmers. Products purchased are used to improve the diets of school children and needy persons.

TRANSPORTATION. C&MS transportation specialists help farmers and their organizations to get efficient transportation services and reasonable rates, both in marketing their products and in getting needed supplies. They assist in negotiations with carriers, in the interest of the agricultural community, and when necessary participate in rate-making proceedings of the State and Federal regulatory agencies.

WAREHOUSE ACT. Under provisions of this law, C&MS provides assurance of safe storage of agricultural products. Warehouses licensed and bonded under the Act are inspected by C&MS examiners for structure, physical inventory, and financial condition. Receipts for products stored in these licensed warehouses have real value — they can be bought or sold or used to

obtain credit.

WORLD FOOD STANDARDS.

C&MS, because of its far-reaching activities in the fields of consumer protection and development of food standards, plays a leading role in representing the United States in the development of world food standards. The United States is one of more than 40 countries participating in the international food standards work of the Codex Alimentarius Commission, a joint effort of the Food and Agriculture Organization of the United Nations and the World Health Organization. The Commission is working to establish a set of standards — a food code — for major commodities to aid in international trade.

YOU, whether farmer, marketer, or consumer, benefit directly or indirectly from the kaleidoscope of services offered by C&MS. They are all services designed to assure that our supply of food and other farm products moves from producer to consumer quickly, efficiently, safely, and with fairness to all.

If you want more information about C&MS programs, write for your free copy of PA-661, "This is USDA's Consumer and Marketing Service." The address is Office of Information, U.S. Department of Agriculture, Washington, D. C. 20250. And, please include your ZIP code.



Four Points for BETTER PRODUCE DEALS



Check to see that the person you are dealing with has a good reputation and is licensed under the Perishable Agricultural Commodities Act, a code of fair trading for the produce industry. Dealers, commission merchants, and brokers must be licensed if they handle fruits and vegetables across State lines. Violations of the Act include failing to pay promptly for produce, and rejecting shipments without justification.



Keep accurate records of the weight or number of packages of produce you deliver, the dates of delivery, and other essential details. Keep all papers relating to the transaction, because they can help you prove a claim if you find it necessary to file a complaint under the PAC Act against the buyer of your produce.

To get a copy of the Perishable Agricultural Commodities Act, send a postcard with your name, address, and ZIP code to: Regulatory Branch, Fruit and Vegetable Division, Consumer and Marketing Service, U.S. Department of Agriculture, Washington, D.C. 20250. This Federal agency administers the PAC Act.

Steering clear of marketing disputes demands good business sense from fruit and vegetable growers. These key points can help you avoid disputes and loss of money when you sell your crop.

When its terms are agreed on, put the contract in writing so there will be no question later as to your responsibilities and those of your buyer. The duties and responsibilities of dealers, brokers, and commission merchants are spelled out in the PAC Act.



Federal-State inspection of your produce gives you proof of its quality and condition at the time of shipment. And inspection can help you avoid misbranding, a violation of the PAC Act if the produce is sold across State lines.



CONSUMER AND MARKETING BRIEFS

Selected short items on C&MS activities in consumer protection, marketing services, market regulation, and consumer food programs.

NEW C&MS PUBLICATIONS

The following publications have come off press since June 1967: PA-803, *Processed Fruit and Vegetable Inspection at Your Service*; SB-397, *Annual Report on Tobacco Statistics—1966*; SB-403, *Federal Milk Order Market Statistics—Annual Summary—1966*. Single copies are available free by postcard request from Office of Information, U.S. Department of Agriculture, Washington, D.C. 20250. Please order by number and title.

Available free from Information Division, Consumer and Marketing Service, U.S. Department of Agriculture, Washington, D.C. 20250 are: AMG-56, *1967 Acreage Marketing Guides, Summer and Fall Potatoes*; C&MS-44 (1966), *Grain Crop Quality—1966 Crop*; TOB-38, *Tobacco Stocks Report as of April 1, 1967*; TOB-FDA-10, *Fire-Cured and Dark Air-Cured Tobacco Market Review*; TOB-FL-10, *Flue-Cured Tobacco Market Review—Crop of 1966*; TOB-LA-11 (Part I), *Light Air-Cured Tobacco Market Review—1966 Crop*.

Write to Fruit and Vegetable Division, Consumer and Marketing Service, Washington, D.C. 20250 for a free copy of C&MS-13 (1966), *Fresh Fruit and Vegetable Shipments by States, Commodities, Counties, Stations—Calendar Year*

1966; C&MS-14 (1966) *Fresh Fruit and Vegetable Shipments by Commodities, States, Months—Calendar Year 1966*.

Please include your ZIP code with your publications requests.

NEW MOBILE MEAT INSPECTION UNIT TO BE BUILT

A new type of mobile inspection trailer for defrosting and inspecting imported boneless meat is being constructed in Los Angeles. The trailer is made of stainless steel, lined with anodized aluminum. It is approximately 40 feet long and 10 feet wide. It will contain all the equipment needed to handle lot samples of boneless meat, such as a band saw, defrosting tank, conveyors, inspection tables, hand washing facilities, etc. The trailer will be used along a 15-mile area of ship docks from San Pedro to Long Beach, California, wherever attachments for water and electricity are available.

FOOD FOR ALL

Food programs today reach more than 5 million people in over 2,200 counties. According to Secretary Freeman, the goal of the U.S. Department of Agriculture is "to com-

plete the task of reaching every person with a full and nutritious diet."

The changes being made in the food assistance programs include:

- Reducing the purchase price for food stamps in the lowest-income category from \$2.00 per person per month to \$.50. This means a family of six or more that had paid \$12.00 a month for \$70.00 or more worth of food coupons now will pay \$3.00 and receive the same amount of coupons.

Where families cannot pay even this amount, the counties will be expected to provide the payment from local sources.

- Dropping the purchase price for all persons and families by half in the first month they participate in the program. This step will help low-income families who find it hard to put together enough cash to enter the program and meet back bills at the same time.

- Hiring people who live in low-income neighborhoods to serve as "program aides" to assist families to join the program and work with them to correct problems which develop in the food stamp program as soon as they occur.

- Setting up nutrition education programs for low-income families in every county.

- Increasing the number of food stamp supervisory offices.

- Assuring counties with inadequate tax resources that financial assistance to start a commodity distribution program will be made available.

FOOD PROGRAM NEWS

Come October, many Puerto Ricans will be getting their first taste of peanut butter through the food donations program of the U.S. Department of Agriculture.

Because peanut butter presently is not a familiar food to Puerto Ricans, both the Puerto Rico Department of Health and the U.S. Department of Agriculture's Consumer and Marketing Service have scheduled a modest initial distribution in October. There will be an allotment of one 2-pound can per family per month—which will total three carloads or 200,160 pounds. C&MS's Commodity Distribution Division will provide more peanut butter if the demand warrants.

Peanut butter is one of 15 nutritious foods that 3.5 million needy persons in family units in 47 States and three Territories receive each month from C&MS through local distributing agencies.

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Ground beef is better than roast beef or chicken. Peaches are a favorite canned fruit and green beans and tomato products are preferred canned vegetables. At least, this is what children think when they eat lunch at school.

The annual Section 6 Preference Survey, recently completed by the U.S. Department of Agriculture's Consumer and Marketing Service, revealed these results, which were based on State requests for certain foods. Section 6 of the National School Lunch Act of 1946 is the authority under which C&MS buys foods especially for schools participating in USDA's National School Lunch Program. Each year such purchases amount to approximately 244 million pounds.

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The Georgia Department of Family and Children Services recently manned an exhibit at the annual Conference on Children and Youth, held at the University of Georgia. The exhibit displayed foods that the U.S. Department of Agriculture's Consumer and Marketing Service donates to Georgia and 46

other States and three Territories for use in their food-for-needy-persons programs. Also shown were four different kinds of cookies and hot rolls made from USDA-donated commodities.

PLENTIFUL FOODS FOR SEPTEMBER

Four popular items brighten the Consumer and Marketing Service's Plentiful Foods List for September shoppers.

Of the year's bumper crop of turkeys, September marketings are expected to run about the same as a year ago. Cold storage holdings on July 1, though, were 89 million pounds over a year ago, and September storage stocks are also expected to be substantially above last year's.

Florida's orange concentrate pack by mid-summer had climbed to an all-time record of 125 million gallons. That was 77% greater than the pack last year at the same time.

Supplies of seasonal vegetables from commercial areas, coupled with those from nearby market gardens, will be on hand for consumers. Among the leading items will be cabbage, potatoes, sweet corn, onions, cucumbers, and carrots.

Peanuts continue plentiful, and September marketings of peanut products are expected to be heavy, particularly when the back-to-school season begins.

HOW TO PREVENT COTTON WAREHOUSE FIRES

Farnum White, Officer in Charge of the New Orleans National Cotton Field Office has worked with insurance underwriters and with Warehouse Service Branch personnel to develop a very useful device. It's a form called "Fire Prevention and Storage Management Checklist" and copies have been distributed to all cotton warehousemen. Using it, a comprehensive survey of fire protection equipment, of storage management, warehouse maintenance and housekeeping can be made by warehousemen readily and completely.

FOOD TIPS

-from USDA's Consumer and Marketing Service

Look for lots of *apples* in your store this time of year. For good eating just as fresh fruit, the commonly available varieties are Delicious, McIntosh, Stayman, Golden Delicious, Jonathan and, later in the season, Winesap. For making pies and applesauce, use tart or slightly acid varieties such as Gravenstein, Wealthy, Jonathan, York and Newtown. For baking purposes, the firmer-fleshed varieties—Rome Beauty, Northern Spy, and Rhode Island Greening—as well as Winesap and Stayman—are widely used.

Most apples are marketed by grade, so choose U.S. Extra Fancy, U.S. Fancy, or U.S. No. 1, according to the use you have in mind. Color, shape, freedom from defects and appearance in general determine the grade.

* * *

With fall in the air, it's time to start planning hearty family meals; and what could be better than a tasty *pork* roast. A seasonal increase in supply will make pork an economical buy.

Pork comes from young animals—4 to 6 months old—so it is usually tender. Good pork should be firm, fine textured, and free from excess moisture. Check the color of the meat; it should range from grayish pink to light red. The lean should be well-marbled (flecks of fat in the lean) and there should be a covering of firm white fat.



In the "hot-skinning" method of dressing calves, the hide is stripped from the carcass immediately after slaughter, sometimes through the use of specially-designed hide pullers.

As in all federally inspected packing plants, the USDA inspector (below) checks the head, internal organs, and carcass of each animal to assure the consumer that it is wholesome. Then a plant employee (right) places a plastic bag — similar to the ones used by dry cleaners — over the carcass to preserve the "bloom".



The "hot-skinning" method of dressing calves retains the "bloom" of veal—or all the characteristics the consumer looks for when buying veal.

Well-Dressed Calves?

By Dr. J. S. Stein

VEAL IS CONSIDERED at its best when it's in "bloom."

That's the term applied by the meat packing industry to the grayish-pink appearance of veal desired by the consumer. Technically, it's the preservation or even enhancement of the tissue coloration that

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exists at the time the animal is slaughtered.

When shopping for veal (meat from young calves), the consumer should recognize these characteristics: a fine, velvety-textured, soft, moist flesh that is grayish-pink in color; little surface fat, and practically no marbling (fat within the

lean); and soft, very red bones. This means the "bloom" of the veal has not been lost.

Calf-dressing practices used by meat packers to retain the bloom of veal have long been a concern of the packing industry and Federal meat inspectors in the U.S. Department of Agriculture's Consumer and Marketing Service.

All meat and meat products—including veal—which are produced in plants dealing in interstate or foreign commerce are processed under Federal inspection to assure consumers of their wholesomeness and truthful labeling and of the sanitation of the meat plants.

Most meat plants preparing veal carcasses use what is called the "cold skinning" method of retaining the bloom. In this method, the hide of the animal is left attached to the

carcass at the time of slaughter and removed after the chilling is completed.

When the carcasses are in the cooler, they may be pushed together or otherwise placed in contact with each other—possibly causing the hide of one carcass to rub against the meat of another. Therefore, added precautions must be taken to assist in preventing unnecessary contamination. The carcasses must be carefully checked after chilling and skinning to make sure that the meat is clean.

Until recently, nearly all veal plants in the United States considered cold-skinning—despite its obvious sanitation problems—the only practical method of dressing calf carcasses and giving the consumer the desired characteristics of veal.

However, some plants are pion-



Plastic-covered calf carcasses take on a shiny appearance in a clean chilling room (below) of this federally-inspected calf plant in Pennsylvania — a far cry from many plants where the hide is still wrapped around the carcass to preserve the "bloom". After the carcass is chilled, it's placed in a plain brown bag (right) for shipment.



earing a change in keeping with modern technology and good sanitation practices in this portion of the meat-packing industry. These plants are favoring "hot-skinning" of calf carcasses combined with the use of plastic bags to preserve the "bloom."

This procedure includes stripping the hide from the animal at the time of slaughter, washing the carcass thoroughly after it has been passed as wholesome by the Federal meat inspector in the plant, placing it into a plastic bag—nearly identical to the plastic bag your suit is placed in after it's dry-cleaned—and next chilling the carcass. It's then ready for shipment.

This process virtually eliminates sanitation problems in the cooler, since the meat is not exposed to contamination from the hide. The

practice of stripping the hide after chilling—as is done when using the "cold-skinning" method—and re-cleaning the carcass is also eliminated.

One of the pioneers and advocates of "hot-skinning" of calves—a veal plant in Southern Pennsylvania which slaughters around 400 calves daily—says it used the "cold-skinning" method when it began operation nine years ago.

"However, we discovered that 'hot-skinning' was more economical and time saving in our operation, and provided us and consumers of our products with a cleaner product," one official said.

Another recent convert to the "hot-skinning" method is a Chicago plant, whose owner was convinced for many years that it was impossible to "hot-skin" calves without los-

ing the "bloom." He recently conducted experiments which proved he was wrong. He is now convinced of the merits of "hot-skinning."

"I'm positive that hot dressing will prove much more economical than the present cold skinning method we use," the packer said. He pointed out potential significant savings in water which is a very expensive item, savings in labor, and a big drop in the amount of product trimmed away in removing contamination.

Federal meat inspectors agree that "hot-skinning" can't be beat as far as sanitation is concerned. Several plants are using this method now to provide a cleaner product. Several other calf plants are making plans to study this technique and see if it's applicable to their operation.

C&MS Personnel Spotlight on USDA Meat Grader

THE HOUSEWIFE shopping for meat of a particular quality looks for the USDA grade mark . . .

The school lunch manager serving main dishes prepared from frozen or canned meats distributed by the USDA knows the food and its packaging have passed strict scrutiny of the USDA grader . . .

The nutritionist in a hospital, having ordered meat on the basis of USDA specifications, knows from the stamp "Accepted as Specified," put there by the USDA grader, that the meat received will match the quality, quantity, and portion size, ordered . . .

The buyer of beef for the military, or other large user, having had his purchases graded for quality and for yield, knows not only how the meat will eat but also how much usable beef he will get from each carcass . . .

Can one man perform all these services?

The answer is that the USDA meat grader does all these things—grades for quality and for yield, checks school lunch meat purchases, examines and "accepts" meats for large-scale buyers. Often he does all this—and more—in the space of a single day.

One such grader is Daniel Lacko of the southern California meat grading office in Bell, just south of Los Angeles.

Lacko's assignment, like that of other graders, is generally on a rotation basis to a different plant each month. But frequently he may be

called upon to service 2 or 3 plants during one day. This means most packers have the services of at least twelve different graders each year—part of the assurance that no "partiality" is shown to the graders or the industry in assignments.

In the highly competitive meat packing industry, the thin line of difference between a beef carcass grading "Choice" or "Good" can mean, at current prices, a difference of \$10 to \$15 in the market value of the carcass. So it is important that the meat grader be impartial and accurate.

At least once a year, Mr. Lacko participates in correlation seminars with fellow graders to assure that all are applying standards uniformly. This—in addition to frequent checks on the work of each grader by area supervisors and occasional checks by national supervisors—helps assure that a USDA Choice rib roast will give equal satisfaction no matter where or when it is purchased across the Nation.

In addition to overtime work he is often called upon to perform near home, Mr. Lacko might be asked to fill in for an absent grader as far away as Bakersfield or Paso Robles to the north, the Mexican border to the south or Phoenix or Tucson, Arizona to the east.

Dan Lacko likes this challenging, demanding work. He joined the Army Veterinary Corps when he completed school in his native Cleveland, Ohio. Upon entering USDA employ as a grader in August 1962, he was assigned to Los

Angeles.

A certificate of merit for sustained superior performance, awarded to Lacko in the spring of 1967, validates his belief that grading is a science and that a good grader must like his work!

The official "Accepted as Specified" stamp is placed on fresh hams by USDA meat grader Daniel Lacko. That's an "ink brush" of the edible vegetable dye used for the stamp, in his left hand.

